ORDER

Orders Order / Rev: 685396 Alt Order #: 06154607 **Product Desc: CROSSROADS GPS WUSA** Estimate: 548 Flight Dates: 05/24/12 - 05/31/12 Primary AE: Aaron Ashe Original Date / Rev: 05/22/12 / 05/22/12 Sales Office: T-WAS Order Type: **Political** Sales Region: NAT Agency Name: Crossroads Media/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 88 Canal Center Plaza Suite 555 **EOM/EOC** Billing Cycle: Alexandria, VA 22314 **Agency Commission:** 15% Advertiser **Crossroads GPS** Name: Demographic: A35+ New Business Thru: **Product Codes:** IS-issue/Ballot,IS-Issue/Non 00:15:00 Order Separation:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/12	05/27/12	3	\$6,600.00	\$5,610.00
05/28/12	05/31/12	5	\$9,200.00	\$7,820.00

P-5

AGY, GEN, POL

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
May 2012	3	\$6,600.00	\$5,610.00	7.20
June 2012	5	\$9,200.00	\$7,820.00	11.00
Totals	8	\$15,800.00	\$13,430,00	18.20

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	19%	\$15,800.00
Market	100%	\$83 157 89

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$19,957.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$29,105.26
WTTG	22%	\$18,294.74
WWPX	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 1 WUSA	05/25/12	05/25/12	9 News @ 11p 9 News @ 11p	СМ	M-Su 11-11	35pF	1:00	1 \$4,000.00P-2	3.40 NM	1	\$4,000.00
9 NEW	s now @	11PM	• Gp								
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 05/	/21/12	05/27/12	F	1	\$4,000.00	3.40					
E 2 WUSA	05/28/12	05/28/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M	1:00	1 \$1,200.00P-3	2.30 NM	1	\$1,200.00

Print Date: 05/22/12 11:28:44 Page 2 of 2

WUSA

Order / Rev:

685396

05/24/12 - 05/31/12

Advertiser:

Crossroads GPS

Alt Order #: Flight Dates: 06154607

Product Desc:

CROSSROADS GPS

Estimate:

548

Ln Ch Start End 9 NEWS AT NOON	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type Spots	Amount
Start Date End Date Week: 05/28/12 06/03/12	Weekdays Spots/Week	Rate Rating \$1,200.00 2.30			
E 3 WUSA 05/24/12 05/24/12	9 News @ Noon CM 9 News @ Noon	12-1230PT (12:00 PM-12:30 PM)	1:00 1 \$1,200.00P-3	2.30 NM 1	\$1,200.00
9 NEWS AT NOON					
<u>Start Date</u> <u>End Date</u> <u>Week: 05/21/12</u> 05/27/12	Weekdays Spots/WeekT 1	Rate Rating \$1,200.00 2.30			
E 4 WUSA 05/24/12 05/31/12	9 News Tonight 7p CM 9 News Tonight 7p	7-730pT	1:00 1 \$1,400.00P-3	1.50 NM 2	\$2,800.00
9 NEWS TONIGHT	•				
Start Date End Date	Weekdays Spots/Week	Rate Rating		1	
Week: 05/21/12 05/27/12	<u>T</u> 1	\$1,400.00 1.50			
Week: 05/28/12 06/03/12		\$1,400.00 1.50			
E 5 WUSA 05/29/12 05/29/12	<u> </u>	M-Su 11-1135p -T	1:00 1 \$4,000.00P-2	2 3.40 NM 1	\$4,000.00
9 NEWS NOW @ 11PM	9 News @ 11p				
Start Date End Date	Weekdays Spots/Week	Rate Rating			
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E 6 WUSA 05/29/12 05/29/12	9 News Tonight 7p CM	7-730p -T	1:00 1 \$1,400,00P-3	1.50 NM 1	\$1,400.00
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9 NEWS TONIGHT	• .				
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E 7 WUSA 05/30/12 05/30/12	9 News @ Noon CM	12-1230Pw	1:00 1 \$1,200.00P-3	2.30 NM 1	\$1,200.00
	9 News @ Noon				
9 NEWS AT NOON					
Start Date End Date	Weekdays Spots/Week	Rate Rating			
Week: 05/28/12 06/03/12	W <u>1</u>	\$1,200.00 2.30			
				Totals 8	\$15,800.00

7800

REP HEADLINE# 6154607

NEK ADD

AGENCY CREDIT RISK !!! HARRIS REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

Ď - NOELLE RAMSEY D/P REC# CROSSROADS MEDIA LLC WASHINGTON GPS HSZ ISS/CROSSROADS GPS CODE 17/RTG SVC CROSSROADS AARON ASHE CO-OP KEY 10/BILL 16/BYR 9/AREA DATE MO-SU EST#548 64/ACON 4/SISP# 2/ADVERTISER# 14/ORDER TYPE 57/CO-OP TYPE CARD 21/BILL WK. 1/AGENCY# 11/RATE 63/PCON 3/PROD# 20/EOS S/REP# BIAS# WK-2 555 END DATE-MAY31/12 SUITE PLAZA, 22314 *** ORIGINAL REV#0 *** 4 66 CANAL CENTER ALEXANDRIA, START DATE-MAY24/12 PARTIAL LINE/S ı ADDRESS AGENCY LINE/S ORDER DELETE

FR: HILARY TO: LANCE REP:

58/CITY TAX

59/STATE TAX

5/22 **NEW ORDER** TTLS:15800 PLS CFM, THX! **** THIS IS A CASH IN ADVANCE SCHEDULE **** CON CM

CROSSROADS GPS

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12 AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = 11

1100P-1135P

FRI

60 05/25 05/25

\$4,000.00 Н

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9 NEWS NOW @ 11PM 3.4 9 NEWS NOW @ 11PM PROGRAM : CON COM1: RA35+

MAY22/12 10.39 *** WUSA-TV ***

FROM REP RPT.

528 7880

FAX# 703

REF: TEL# 703 528 7800 CREDIT ADVISORY: AGENCY ORDER WORKSHEET

REP HEADLINE# 6154607

MAY22/12 10.39 *** WUSA-TV *** FAX# 703 528 7880 CREDIT RISK !!! HARRIS RPT. FROW "

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CABL 0% WDCW 08 WDCA 08 35% WJLA 24% WRC WTTG 22% WUSA 198 MARKET TOTALS \$83,157

SVC- NSI DEMOS- RA35+*